

The 1st Atlas ad was released in December 1973:

## Introducing the Atlas 180 SSB Transceiver

### Special Announcement

Dear OM:

You are cordially invited to examine the new Atlas 180 SSB Transceiver. This is an all solid state rig, now being delivered to our dealers, and is the initial product of our newly formed company: Atlas Radio, Inc. There are so many features to talk about, both in circuit design and packaging, we can only touch on the high points in this introductory ad.

One of the big things going for us (and you) is the license agreement between Atlas and Southcom International, Inc. Southcom manufactures military and commercial SSB gear, and their chief engineer, Les Earnshaw (ex-ZL1AAX) is considered to be one of the foremost solid state engineers in the world. Thus we are able to bring Les' advanced solid state designs to the amateur radio market.

Another important point: it is our sincere intention to provide quality control and customer service second to none.

For complete information, see your Atlas dealer soon.  
73 Herb Johnson W6QKI



### SOLID STATE 4 BAND SSB TRANSCEIVER

- Covers 20, 40, 80 and 160 meters • 180 watts P.E.P. input, and CW input • All solid state, including 18 transistors, 4 I.C.'s, and 14 diodes • Internal speaker, calibrator, S-meter, and sideband selector, with provision for addition of other accessories • Operates on 12-14 volts DC, 0.15 amp. Rec., 16 amps peak Trans • Modular construction, plug-in circuit boards, easy servicing • Only 3½" high, 9½" wide, 8½" deep, yet has full size knobs and dials • Accessories include plug-in type mobile mount, and AC power supply. Sold only through Atlas dealers.

Net price \$ 479



**ATLAS  
RADIO INC.**

5580 El Camino Real • Carlsbad, CA 92008 • (714) 729-8985

The company really started in 1974:

# Introducing the **Atlas-180**

**SOLID STATE SINGLE SIDEBAND TRANSCEIVER.**

**180 WATTS P.E.P. INPUT . . . 20, 40, 80 and 160 METER**



Illustrated with optional plug-in Mobile Mount.

## THE IDEAL MOBILE RIG.

Only 3½ in. high, 9½ in. wide, 9½ in. deep . . . Operates directly from 12-14 volts DC . . . All Solid State Modular Construction, No transmitter tuning, Built-in speaker. All the necessary features, power, and performance for only . . . . . **\$479**



## AC CONSOLE

Illustrated with Atlas-180 plugged in. A handsome desk top station with front facing speaker and space for adding VOX and other accessories.

**Model AR-117 for 117 volts, 50-60 cycles . . . . . \$119**

• Deluxe plug-in **Mobile Mount: \$40**

• **Standard Mobile Kit: \$10**

• **Mobile Antenna Matching Transformer \$24**

Other accessories to be announced.

**AMERICAN MADE AND GUARANTEED BY**



**ATLAS  
RADIO INC.**

5580B El Camino Real Phone (714) 729-8985  
Mail Address: P.O. Box A, Carlsbad, California 92008

*Sold only by Atlas dealers. See him soon for complete details, or drop us a card and we'll be glad to mail you a brochure and dealer list.*

**73 Herb Johnson W6QKI**

# Atlas-180 ...No Repeater Required.



WITH THIS MOBILE RIG YOU CAN QSO all over the state, across the country, and even work intercontinental DX, right from the driver's seat, and without the aid of a repeater! Only a little bigger than a 2 meter FM rig, the Atlas-180 is an all-solid-state SSB-CW Transceiver that covers 4 bands, 20-40-80, and 160 meters, with a power input rating of 180 watts, and sells for only \$479. See your Atlas dealer for complete details, or write us for a brochure and dealer list.



**ATLAS**  
RADIO INC.

5580B El Camino Real Phone (714) 729-8985  
Mail Address: P.O. Box A, Carlsbad, California 92008

# Atlas 180...The Perfect Mobile Rig



• SOLID STATE SINGLE SIDEBAND TRANSCEIVER • 180 WATTS P.E.P. INPUT • 20, 40, 80, and 160 METERS • Only 3½ in. high, 9½ in. wide, 9½ in. deep • Operates directly from 12-14 volts D.C. • All solid state modular construction • No Transmitter Tuning • Built-in Speaker • Plug-in design permits quick installation or removal from optional mobile mount • AC Console for desk-top operation (also plug-in) • All the necessary features, power and performance for only \$499  
See your Atlas dealer for complete details, or write us for brochure and dealer list.



**ATLAS**  
RADIO INC.

490 Via Del Norte

Phone (714) 433-1983  
Oceanside, California 92054

# Is this the Atlas-180?

Well, not exactly. It's the SouthCom AN/URC-87(V) Man-Pack Military Radio. The URC-87 is a completely solid state portable man-pack and vehicular HF-SSB radio set for military, police, survey, and point-to-point communications throughout the world. It is today's and tomorrow's outstanding portable radio set.

*So what does this have to do with the Atlas-180?*

THE URC-87 and the Atlas-180 are what you might call 'first cousins.' Atlas Radio is licensed by SouthCom International, and thus has access to the advanced state-of-the-art circuit designs by Les Earnshaw, President of SouthCom. Les is widely recognized as one of the foremost solid state radio engineers in the world, and the URC-87 is an outstanding example of his work.



The Atlas-180 uses the same basic circuitry as the URC-87. There are some differences of course, such as a tuneable VFO in place of the frequency synthesizer, and we can't guarantee underwater operation. But the outstanding receiver and transmitter performance is there, and accomplished with far fewer components than any comparable equipment. Together the URC-87 and the Atlas-180 enjoy a reputation for performance and reliability that make them truly superior transceivers, the envy of competitors.

There are now over 1000 Atlas-180's on the air all over the world. Their growing reputation for excellent quality, receiver sensitivity, selectivity, and



transmitter punch, all ties back to the URC-87. Immunity to overload and cross modulation from strong adjacent channel stations is nothing short of fantastic. Selectivity is provided by a new 8 pole ladder designed super filter, with shape factor and ultimate rejection superior to practically any other receiver or transceiver! And the front end design permits full utilization of the filter's capabilities.

The one area where we have an edge over the URC-87 is in transmit power, and that's because the Atlas-180 doesn't have to operate on self contained batteries. The 100 watts of output speaks out with real authority!

Modular construction with plug in circuit boards permits easy servicing, when required. However, built to top commercial specs, this isn't very often. But when service is needed, Atlas Radio backs every set with a service policy second to none. Your satisfaction is guaranteed.

73

Herb Johnson, W6QKI

**Season's Greetings from all the Gang at Atlas Radio.**



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